

I/we claim:

- [c1] 1. A game system, comprising:
- at least one panel of planar, substantially rigid material, having formed therein first and second sets of components,
 - wherein the first set of components includes at least three toy components that may be manually removed from a balance of the panel and manually assembled into a toy without need for glue or external fasteners, and
 - wherein the second set of components includes at least two randomizer components that may be manually removed and manually assembled into an randomizer object without need for glue or external fasteners, wherein the randomizer object is configured to provide one of several random values when the randomizer object is actuated by a player;
 - at least one accessory that may be manually removed from the panel and removably attached to the assembled toy; and
 - a set of game rules;
 - wherein the randomizer object is associated with the accessory and is for use under the game rules, wherein the assembled toy may be employed in a game defined by the game rules, and wherein a predetermined value derived from actuation of the randomizer object by the player negatively affects an opponent toy associated with an opponent player so that one of multiple components of the opponent toy is removed.

[c2] 2. The game system of claim 1, further comprising another panel of planar, substantially rigid material, having formed therein third and fourth sets of components,

 wherein the third set of components includes at least three toy components that may be manually removed from a balance of the panel and manually assembled into another toy without need for glue or fasteners;

 wherein the fourth set of components includes at least two randomizer components that may be manually removed and manually assembled into another randomizer object without need for glue or fasteners;

at least another accessory that may be manually removed from the panel and removably attached to the assembled toy; and

 wherein the panel and the another panel are packaged for separate distribution and have differing levels of rarity in distribution; and

 wherein the another accessory is associated with the another randomizer and has a differing effect on game play than the accessory and the randomizer.

[c3] 3. The game system of claim 1 wherein the second set of components and the accessory are formed in a second panel, wherein the accessory includes a third set of components formed in the second panel that may be manually removed and assembled into the accessory without need for glue or fasteners and wherein at least some of the components are modular with respect to other components so that they may be interchangeable.

[c4] 4. A game, comprising:
 rule means for defining a goal and a series of actions of play for achieving the goal between two or more players;
 component means for generating a model for one player from multiple components without use of glue or permanent fasteners, wherein at

least some of the multiple components may be readily removed and reattached to the model;

at least one accessory means for furthering the game goal under at least some of the series of actions of play, wherein the accessory may be readily removed and reattached to the model;

means for generating a random value and furthering the goal under at least some of the series of actions of play between the two or more players; and

wherein the rules means includes, upon occurrence of an negative event, removing the accessory or one of the multiple components of the model by one of the players, or replacing the accessory or one of the multiple components of the model with a substitute accessory or component, respectively.

[c5] 5. The game of claim 4, wherein the accessory means further comprises:

weapon means for inflicting damage on an opponent player's model or accessory means under the rule means and in furtherance of the goal, and wherein the weapon means is configured to be removably secured to the model; and

armor means for protecting the model against damage inflicted by the weapon means, and wherein the armor means is configured to be removably secured to the model.

[c6] 6. The game of claim 4 wherein the means for generating a random value generates a random number when actuated, and wherein the means for generating a random value is composed of three or more pieces manually assembled by one of the players, without use of glue or permanent fasteners, and in a manner similar to how the component means for generating a model is assembled from the multiple components.

- [c7] 7. The game of claim 4 wherein the multiple components and the at least one accessory means are formed within a panel of planar, substantially rigid material, and may be manually removed from the panel.
- [c8] 8. The game of claim 4, wherein the multiple components, the means for generating a random value, and the at least one accessory means are packaged for distribution as a unit, and wherein the unit has one of at least three distribution categories, wherein the three distribution categories are common, uncommon and rare, which correspond respectively to three levels of distribution rarity.
- [c9] 9. A computer-readable medium whose contents cause at least one data processing device to perform a method of playing a game with respect to at least one other data processing device, the method comprising:
- obtaining a set of virtual objects;
 - receiving user input to create a chassis from at least some of the virtual objects;
 - associating at least one accessory to the chassis, wherein the accessory is selected from the set of virtual objects and is used to further game objectives under predetermined rules of play;
 - generating a random number and playing the game according to the predetermined rules of play; and
 - upon occurrence of an negative event under the predetermined rules of play, removing the accessory or one of the multiple objects of the chassis, or replacing the accessory or one of the multiple objects of the chassis with a substitute accessory or object, respectively.
- [c10] 10. The computer-readable medium of claim 9 wherein the computer-readable medium is a memory of the data processing device.

- [c11] 11. The computer-readable medium of claim 9 wherein the computer-readable medium is a logical node in a computer network receiving the contents.
- [c12] 12. The computer-readable medium of claim 9 wherein the computer-readable medium is a computer-readable disk.
- [c13] 13. The computer-readable medium of claim 9 wherein the computer-readable medium is a data transmission medium carrying a generated data signal containing the contents.
- [c14] 14. The computer-readable medium of claim 9 wherein the data processing device is a mobile telecommunications device, and the computer-readable medium is a memory of the mobile telecommunications device.
- [c15] 15. A method of playing a game, comprising:
manually assembling a toy base from multiple components by at least one of two players of the game;
removably securing at least one accessory to a location on the toy base, wherein the accessory is used to further game objectives under predetermined rules of play;
generating a random number and playing the game according to the predetermined rules of play; and
upon occurrence of an negative event under the predetermined rules of play, removing the accessory or one of the multiple components of the toy base, or replacing the accessory or one of the multiple components of the toy base with a substitute accessory or component, respectively.
- [c16] 16. The method of claim 15, further comprising customizing the toy base by substituting at least some of the multiple components with other components associated with another toy base.

- [c17] 17. The method of claim 15, further comprising manually assembling a random number generator from two or more pieces of substantially flat material.
- [c18] 18. An article of manufacture, comprising:
a set of game rules; and
a panel having formed therein at least three components that may be readily removed from a balance of the panel and assembled into a toy to form an assembled configuration;
wherein the toy may be employed in a game defined by the game rules, and wherein the toy begins each game in approximately the assembled configuration.
- [c19] 19. The article of manufacture of claim 18, further comprising a second panel having formed therein:
at least one accessory that may be readily removed from a balance of the second panel and removably attached to the assembled toy, and
at least two pieces that may be readily removed from the balance of the second panel and assembled into a random value generator associated with the accessory and for use under the game rules.
- [c20] 20. The article of manufacture of claim 18 wherein the toy begins each new game in the assembled configuration and the assembled configuration changes to track points under the game rules.
- [c21] 21. A game, comprising:
a set of rules of play under the game; and
at least one model having multiple removable parts, wherein under the rules of play, the model is begins in an assembled configuration, and as the model loses points under the rules of play, at least some of

the parts are removed from the model, or some of the parts are replaced with substitute parts on the model.

[c22] 22. The game of claim 21, further comprising at least one piece of equipment and at least one random value generator, wherein the equipment is associated with a function under the rules of play, and wherein the function is associated with at least one predetermined value or symbol derived from the random value generator.

[c23] 23. The game of claim 21 wherein as the model loses at least one point under the rules of play, at least one of the parts is replaced with a corresponding substitute part on the model, wherein the substitute part depicts damage with respect to the replaced part.

[c24] 24. The game of claim 21 wherein the removable parts are configured with mating slots and grooves to be assembled by hand to create the model.

[c25] 25. The game of claim 21, further comprising:
a weapon accessory that may be manually and removably attached to the toy to provide damage to an opponent's toy under the rules of play;
and
at least one armor accessory that may be manually and removably attached to the toy to defend against damage under the rules of play.

[c26] 26. The game of claim 21 wherein the model represents a vehicle or a robot.

[c27] 27. The game of claim 21, further comprising:
at least one accessory that may be manually and removably attached to the toy and that provides a function under the rules of play; and

a random value generator associated with the at least one accessory, wherein the accessory and value generator share a similar common color.

[c28] 28. The game of claim 21, further comprising:
at least one accessory that may be manually and removably attached to the toy and that provides a function under the rules of play; and
a random value generator associated with the at least one accessory, wherein the accessory and value generator have a common symbol visually present on both the accessory and value generator.

[c29] 29. The game of claim 21, further comprising a spinner for generating a random value under the rules of play, wherein the spinner includes at least two pieces that are manually assembled by a player.

[c30] 30. The game of claim 21, further comprising a die for generating a random value under the rules of play, wherein the die includes at least two pieces that are manually assembled by a player.

[c31] 31. The game of claim 21, further comprising:
a complex random value generator having multiple pieces that are manually assembled by a player; and
at least one accessory that may be manually and removably attached to the toy, that provides a function under the rules of play, that is associated with the complex random value generator, and that is distributed with the complex random value generator in fewer quantities than other accessories with associated random value generators.

[c32] 32. The game of claim 21, further comprising a random value generator for randomly generating one value from a set of values, and having multiple

pieces that may be manually assembled by a player into a first configuration that provides a first set of odds associated the set of values, and into a second configuration that provides a second set of odds associated the set of values.

[c33] 33. The game of claim 21, further comprising a set of self-adhesive labels for customizing the toy.

[c34] 34. The game of claim 21 wherein the toy has a first set of graphics applied thereto, and wherein the game further comprises:
another toy substantially identical to the toy, but having a second set of graphics applied thereto.

[c35] 35. The game of claim 21 wherein the toy has a first set of graphics applied thereto, wherein the toy with the first set of graphics is distributed in fewer quantities than other toys with a second set of graphics.

[c36] 36. The game of claim 21, further comprising at least one armor accessory that may be manually and removably attached to the toy to defend against damage under the rules of play, wherein the armor includes a dial to track points.

[c37] 37. The game of claim 21, further comprising:
first and second weapon accessories, wherein the first weapon provides a greater amount of damage than the second weapon, but wherein the first weapon more rarely inflicts damage than the second weapon.

[c38] 38. The game of claim 21, further comprising:
first and second weapon accessories that are respectively associated with differing first and second ranges.

[c39] 39. The game of claim 21, further comprising:

at least one accessory; and

a pack enclosing at least the toy and accessory as a unit, and being randomly collated from other toys and accessories in distribution.

[c40] 40. The game of claim 21, further comprising a single stock keeping number associated with the toy and other distributed toys that are related to the rules of play.

[c41] 41. A game system associated with published rules of play, comprising:
at least one toy selected from a set of multiple toys,
wherein the toy is for use in the game and has at least two base parts and at least one function part,
wherein the two base parts are configured to be manually assembled by a user,
wherein the function part is configured to be manually attached to the assembled base parts, and wherein the function part is employed under the rules of play; and
packaging for enclosing the at least two base parts and the function part as a unit for distribution or sale, wherein the packaging obscures or does not convey to a purchaser which of the multiple toys is enclosed within the packaging, and wherein each toy in the set of toys is randomly distributed for sale.